

Rep Order# 7908975 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 25169 Printed: 09/27/2012 11:30 AM 3 of 5
EC'd Yes Last Received: 09/27/2012 10:22 AM
Showing Buylines: All Lines

Station	KSL-TV SALT LAKE CITY	Agency	() SMART MEDIA GROUP	Rep Firm	
Advertiser	() LOVE, MIA		814 KING ST, SUITE 400	Sales Office	() WASHINGTON
Product	LOVE/CD4/R		ALEXANDRIA, VA 22314	Salesperson	() JAMIE ANDRUS
Estimate#	928C03	Agency C/P1/P2/E	LOVE/ORDR/928C03		
Buyer	Patricia Dome	Flight Dates	09/28/2012 - 10/04/2012	Salesperson Phone#	202-872-1155
Phone#		Hiatus Weeks		Salesperson FAX#	

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
29	M,W-TH	TODAY	7A-8A	:30	10/01-10/04	3	\$250.00	3
Rating: 2.7								
Buyline Comment: 1/DAY								
32	F	TODAY	8A-9A	:30	09/28-09/28	1	\$110.00	1
Rating: 2.0								
33	M-W	TODAY	8A-9A	:30	10/01-10/03	3	\$110.00	3
Rating: 2.0								
Buyline Comment: 1/DAY								
36	SU	TODAY	7A-8A	:30	09/30-09/30	1	\$20.00	1
Rating: 1.5								
37	SU	MEET THE PRESS	8A-9A	:30	09/30-09/30	1	\$100.00	1
Rating: 2.2								
38	F	NEWS @ 5P	5P-530P	:30	09/28-09/28	1	\$210.00	1
Rating: 3.6								
39	M-TU,TH	NEWS @ 5P	5P-530P	:30	10/01-10/04	3	\$210.00	3
Rating: 3.6								
Buyline Comment: 1/DAY								
42	F	NEWS @ 6P	6P-630P	:30	09/28-09/28	1	\$170.00	1
Rating: 4.2								
43	M,W	NEWS @ 6P	6P-630P	:30	10/01-10/03	2	\$170.00	2
Rating: 4.2								
Buyline Comment: 1/DAY								
45	M	KSL 5 NWS-6:30	630P-7P	:30	10/01-10/01	1	\$125.00	1
Rating: 3.7								

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 Product LOVE/CD4/R
 Estimate# 928C03
 Buyer Patricia Dome
 Phone#
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 Agency () SMART MEDIA GROUP
 814 KING ST, SUITE 400
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E LOVE/ORDR/928C03
 Flight Dates 09/28/2012 - 10/04/2012
 Hiatus Weeks
 Rep Firm
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 Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
58	M	THE VOICE	7P-9P	:30	10/01-10/01	1	\$900.00	1
Rating: 7.2								
59	F	DATELINE	9P-10P	:30	09/28-09/28	1	\$450.00	1
Rating: 5.2								

---REPORT TOTALS---

Report Totals: 59 / \$11,490.00

---SALES MONTHLY TOTALS---

Sep 12: 25 / \$4,885.00 Oct 12: 34 / \$6,605.00
 Sales Totals: 59 / \$11,490.00
 Station Totals: 59 / \$11,490.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$57,450
 CABL 0% KJZZ 0% KSL 20% KSTU 0% KTVX 0%
 KUCW 0% KUTV 0% NSL 0% UNKN 80%

Books null
 Demos RA35+